

Promoting Distinguished Service Awards

Celebrating County Historical Commission Performance Locally

This information is provided to county officials and County Historical Commission (CHC) appointees who have garnered a Distinguished Service Award (DSA). Although the Texas Historical Commission (THC) administers these awards, the presentation of the DSA certificate to CHC appointees takes place locally, typically during a county commissioners court meeting.

Note About 2020 Accomplishments

Several CHCs earn a DSA frequently; however, 2020 conditions made appointees' job considerably more challenging. Please acknowledge the special efforts made by appointees to remain active while managing pandemic conditions.

DSA Certificate Ceremony

Please present the DSA certificate during a commissioners court meeting. If your county's social distancing measures prevent in-person presentation, consider implementing ideas noted below that will bring attention to the extraordinary efforts of your CHC appointees. These ideas can be managed and implemented regardless of your ability to meet in-person. Please work with your appointees to recognize their hard work.

DSA Press Release

Publicizing your CHC's award is an easy and effective way to promote county government and the services your CHC provides to the public. Enclosed in this mailer is a template for a DSA press release that may be distributed to local media once it is modified with your county/CHC information. Feel free to insert a paragraph that highlights your CHC's accomplishments. Once this additional information is added, share the press release with local and regional media outlets. An **electronic copy of the press release** is posted here on the THC website:

www.thc.texas.gov/information-2020-dsa-winning-chcs.

Social Media Promotion

Most counties have a web presence and many CHCs host a Facebook page. Additionally, there are community partners who manage social media platforms that would be willing to share news of the CHC's award. Websites and social media platforms can be used to publicize the DSA award effectively and inexpensively. Partners who can help you publicize the award include area museums, chambers of commerce, Main Street programs, etc. Please work with your CHC and partners to share specific accomplishments with the public.

Expressions of Gratitude

THC's CHC Outreach staff have worked with appointees since 2008. During that time, we've found that a sincere statement of appreciation is valued greatly by appointees, especially when comments come from county officials. Please consider contacting your appointees to say, thank you—in-person, via phone, a note on county letterhead, etc.

Questions and Answers

Contact your CHC chair for details about your CHC's performance and details about specific efforts. Questions about the award process can be directed to THC staff member, Amy Hammons — amy.hammons@thc.texas.gov.